



Mercedes-Benz



The new Mercedes-AMG A 35 Sedan

Press Information

AMG speeds things up by expanding the compact performance family

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Affalterbach. The next level of driving performance is here: the new A 35 Sedan is the first choice for customers looking for the sportiness typical of Mercedes-AMG, combined with a comfortable amount of space and versatility for passengers and luggage. The exceptional driving dynamics of this agile sedan are ensured by the 2.0L four-cylinder turbo engine with 302 hp, the AMG SPEEDSHIFT DCT 7-Speed Transmission, the AMG suspension and the variable AMG Performance 4MATIC all-wheel drive.

The new A 35 Sedan expands the current AMG model range by providing an additional attractive entry-level model. It appeals to young customers who are looking for a high level of performance along with a comfortable amount of space for passengers and luggage. An acceleration time of 4.7 seconds for 0-60 mph meets these customers' desire for performance driving dynamics in the compact car segment.

"Following the very successful launch of the hatchback model, things are moving along dynamically in the compact class segment at AMG. Sport sedans are the origin of Mercedes-AMG and part of the brand's core. With our new A 35, we are transporting this history into modern times in the form of a very attractive model that serves as a point of entry into the world of AMG and also appeals to new customer groups," states Tobias Moers, CEO of Mercedes-AMG.

Plenty of space yet still compact

The A 35 Sedan rides on a 107.4 in wheelbase and displays the proportions of a powerful yet compact vehicle, with sporty and short overhangs at the front and rear. The grille with twin louvers, the AMG front bumper with flics on the air intakes, a front splitter and silver chrome trim elements are distinguishing AMG design features on the A 35.

From the side view, the aerodynamically optimized 18-inch, twin-spoke light-alloy wheels and side sills of AMG design catch the eye. The muscular shoulder with a precise character line running below it emphasizes the contoured sides of the A 35. The side mirrors sit on the beltline, as commonly seen on sports cars. The optionally available 19-inch wheels reinforce the characteristic AMG look.

The two-part tail lamps and the new diffuser insert highlight the rear end that emphasizes width. Additionally, the trunk lip spoiler and the two round tailpipe trims firmly characterize the AMG design from the rear.

Comfortable interior dimensions

Above-average shoulder, elbow and headroom plus easy access to the rear contribute to the A 35 Sedan's high versatility. The A 35 Sedan is also at the top of its segment with regard to rear headroom (37.2 in). The large trunk was designed for practical utility. The trunk opening is very large with a width of 37.4 in. This allows comfortable loading and unloading, even of large luggage. This applies in particular to the optional KEYLESS-GO comfort package with HANDS-FREE ACCESS. The HANDS-FREE ACCESS convenience function enables hands-free and fully automatic opening of the trunk lid with a kicking motion of the foot under the rear bumper.

Listens to words, reacts to gestures: the MBUX multimedia system

In the interior of the A 35 Sedan, the new MBUX multimedia system combines an intuitive operating structure with progressive design. MBUX creates an even closer connection between the vehicle, driver and passengers.

Emotionally appealing presentations underline the clear control structure and feature brilliant maximum-resolution 3D graphics. Visually, the two displays under one shared glass blend into a Widescreen Cockpit, and as a central element emphasize the horizontal orientation of the interior design.

The trailblazing voice control system activated with the words "Hey Mercedes" is also on-board. Thanks to artificial intelligence, MBUX recognizes and understands nearly all sentences from the fields of infotainment and vehicle operation, even if they are expressed indirectly. In addition, with the newly optional MBUX interior assistant, select multimedia functions and the reading light can be switched on and off without touch.

Customers can choose between three AMG display styles for the instrument cluster. The Supersport mode is particularly striking with a central, round tachometer and additional information presented in the form of bars to the left and right of the rev counter that have a three-dimensional depth. Via the AMG menu, the driver can choose various special displays such as Warm-up, Set-up, G-Force and Engine Data.

The touchscreen multimedia display also emphasizes the dynamic character with individual AMG displays such as visualization of the driving programs, AMG TRACK PACE and telemetry data. Another new feature is the unique AMG center console with touchpad and additional switches for operating ESP®, manual transmission mode and optional adaptive damping.

Command center for driving dynamics: new generation of AMG steering wheels

The new generation of AMG steering wheels continues to provide the perfect link between the driver and the vehicle. The steering wheel rim with a flattened lower section, perforated leather in the grip area and red contrast topstitching is both attractive and pleasant to the touch. The galvanized steering wheel paddles allow an even sportier driving style with manual gear shifting. The integral touch control buttons can be used to intuitively select the displays of the instrument cluster and the multimedia system by means of horizontal and vertical swiping, and to position them according to individual preferences.

The optional AMG Performance steering wheel can be equipped upon request with some innovative additional elements, such as the AMG Drive Unit. This consists of a round controller with an integrated display beneath the right-hand steering-wheel spoke, plus two vertically positioned color display buttons with switches beneath the left-hand steering-wheel spoke. The AMG drive programs can be engaged directly via the controller. The selected drive program is shown on the color LCD display directly integrated in the controller.

With the two freely configurable display buttons and the additional switches, further AMG functions can be controlled within easy reach, directly on the steering wheel. Each function desired can be displayed on the other LCD display, and the driver taps its switch to set the respective function. The

driver's two preferred AMG functions can be defined in this way and the settings quickly changed with one touch.

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Red/black: characteristic AMG combination

The seat covers are available in MB-Tex man-made leather with DINAMICA microfiber in black with red contrasting topstitching and red seat belts or in ARTICO man-made leather in black/neva grey. Red piping on the microfiber DINAMICA trim elements and ventilation outlets accented by a red ring add further design accents.

Reinforced body-in-white

Specific measures to strengthen the front section of the bodyshell form the basis for the precise turn-in ability and the toe and camber stability of the chassis, even when driving at speed. A special "shearing plate" – an aluminium plate underneath the engine – increases the torsional rigidity at the vehicle's front end. Two additional diagonal braces at the front of the underbody also reduce torsion and increase stiffness.

Responsive to the throttle: the 2.0L four-cylinder turbo engine

The 2.0L four-cylinder turbo engine boasts a rapid response to accelerator pedal commands, high power (295 lb-ft max. torque from 3000 rpm), a supremely lively response and an engine sound typical of AMG. The crankcase made of high-strength, lightweight die-cast aluminum reduces the vehicle weight where it matters most for driving dynamics.

The twin-scroll turbocharger combines optimum responsiveness at low engine speeds with a strong power increase at higher speeds. The housing of the twin-scroll turbocharger is divided into two parallel ducts. This makes it possible to channel the exhaust gases separately on the turbine wheel. This minimizes the mutual negative influence of the individual cylinders in the charge-change cycle. This reduces exhaust backpressure and improves the charge-change as well as the efficiency of the engine. The exhaust system features an automatically controlled exhaust flap as standard. Depending on the drive program selected, the sound is modulated from balanced to powerful.

The technological standards of the new four-cylinder engine are improved by numerous efficiency-enhancing measures. These include CAMTRONIC variable valve control, intelligent thermal management for engine and oil, high-precision piezo injectors and multi-spark ignition. In production, the patented CONICSHAPE® cylinder honing reduces internal engine friction and increases efficiency.

Faster gearshifts: the dual-clutch transmission

The AMG SPEEDSHIFT DCT 7-Speed Transmission also contributes to the agile and dynamic character of the new A 35 Sedan. The gear ratios are configured so that the driver experiences very responsive acceleration in all speed ranges, combined with fast shifting and optimum connections when upshifting.

The standard RACE-START function allows maximum acceleration from a stand-still, offering a high performance driving experience. The functions of the transmission also include a temporary manual mode, activated by operating the steering wheel shift paddles in any driving mode, and with the manual transmission mode "M" for manual gear shifting with the shift paddles.

Variable and agile: AMG Performance 4MATIC all-wheel drive

Dynamism, agility and performance – these three attributes characterize the standard all-wheel drive of the new Mercedes-AMG A 35 Sedan. The AMG Performance 4MATIC combines the best possible traction with an emotionally engaging drive character. The torque distribution is adjusted to suit the dynamic handling requirements. The spectrum ranges from front-wheel drive only to a 50:50 percent distribution to the front and rear axles.

A multi-disc clutch that is integrated in the rear axle transmission is responsible for the torque distribution between the front and rear axles. It is controlled electro-mechanically. The influencing factors for torque distribution include: driving speed, lateral and longitudinal acceleration, steering angle, the difference in rotational speed between the individual wheels, the gear selected and the accelerator position.

The main advantages of electro-mechanical control over an electro-hydraulic system relate to sharper driving dynamics – primarily due to the significantly

faster response and speed-independent actuation of the discs over the entire adjustment range.

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Always the right drive program

The five AMG DYNAMIC SELECT drive programs: "Slippery", "Comfort", "Sport", "Sport +" and "Individual" enable a wide range of vehicle characteristics from comfortable to dynamic. They change relevant parameters, such as the response of the engine and transmission.

The new "Slippery" drive program is optimized for low-grip, icy road conditions, with reduced power and a flat torque curve. Smooth gear changes, earlier upshifts and the ECO start/stop system support the stability-focused driving impression. The "Comfort" program enables comfortable and fuel-efficient driving, thanks to features such as economical early upshifts. Suspension and steering are set with an emphasis on comfort, the ECO start/stop system is active.

"Sport" and "Sport+" place the focus on agility and driving pleasure with sporty engine and transmission tuning. The sound of the turbocharged engine becomes more distinctive. The ECO start/stop system is inactive. "Sport+" is particularly emotional with double-declutching during downshifts and partial cylinder cut-off via a brief and precisely defined retardation of ignition and injection at full load.

The "Individual" drive program enables the individual parameters to be selected and saved according to personal preferences. In addition, the sailing function is available in the "Reduced" and "Moderate" drive settings.

Combines agility and stability: AMG DYNAMICS

As a new feature in the AMG DYNAMIC SELECT drive programs, the new Mercedes-AMG A 35 comes with AMG DYNAMICS. This integrated dynamic handling control system extends the stabilizing functions of ESP® with agile interventions according to the driver's wishes. During dynamic cornering, imperceptible braking intervention on the rear inside wheel creates a defined yawing moment about the vertical axis. The effect: the A 35 steers quickly and very precisely.

The different forms of AMG DYNAMICS are "Basic" and "Advanced". When a drive program is selected on the multimedia display, the AMG DYNAMICS symbol is displayed together with corresponding additional information. In the "Individual" drive program the driver can set AMG DYNAMICS levels individually.

Lightweight and stable: the AMG suspension

The front axle of the AMG suspension features a McPherson suspension strut construction. The suspension consists of one wishbone below the wheel center, one spring strut and one tie rod respectively. The special axle geometry reduces the influence of the drive on the steering – for high comfort and agile handling. The new wishbone in aluminum reduces the unsprung mass, enabling a more sensitive response from the springs. The AMG-specific front steering knuckle has a radially bolted brake caliper – a technology originating from motorsport.

Subtly adapts: AMG RIDE CONTROL suspension with adaptive adjustable damping

The optional AMG RIDE CONTROL suspension features an adaptive adjustable damping system, which allows the driver to switch between three different suspension configurations. The spectrum ranges from comfort-focused to sporty. The system operates fully automatically, adapting the damping forces for each wheel according to the driving situation and road conditions. This happens within milliseconds and is variable, with a wide spread of damping characteristics. The direct result is enhanced ride comfort and agility.

Does not flinch: High-performance braking system

The high-performance braking system brings the A 35 Sedan to a stop in impressively short distances. The front axle is fitted with 4-piston monoblock fixed callipers and 350 millimeter brake discs, the rear axle with 1-piston sliding callipers and 330 millimeter brake discs. The discs are internally ventilated and perforated to dissipate heat and prevent brake fading. The silver-painted brake callipers feature unique black AMG lettering.

The speed-sensitive, electro-mechanical sports power steering provides a sporty driving style with its direct turn-in. It has a special rack with variable transmission ratio, and two characteristic curves. Depending on which drive program the driver has selected, it provides taut and sporty or more comfortable steering feedback. The rigid mounting in the integral carrier connects the steering even better with the body and increases steering precision.

Data logger for dynamic driving: AMG TRACK PACE

AMG TRACK PACE is also optionally available for the new A 35. The virtual race engineer is part of the MBUX multimedia system and permanently records more than 80 vehicle-specific data (e.g. speed, acceleration) while driving. On top of this, lap and sector times are displayed, as well as the respective difference to a reference time. Specific display elements are shown in green or red, and the driver is able to see at a glance without reading numbers whether they are currently faster or slower than their best time.

After recording fast laps, the driver can use the data to analyze and, as necessary, improve their driving skills. In addition, acceleration and deceleration values can be measured and saved. Thanks to a newly developed algorithm which determines the vehicle position as precisely as possible, AMG TRACK PACE even detects when the circuit has been left or if it has been shortened. This is possible using GPS data as well as the sensors available in the vehicle (acceleration, gyroscope, steering angle, wheel speeds).

The data display on the multimedia screen, in the instrument cluster and on the optional head-up display. Well-known race tracks like, for example, the Nürburgring or Spa Francorchamps, are already stored. Furthermore, it is also possible to record your own circuits. The map display can be switched from 2D to 3D and can also be updated online.

The MBUX Augmented Reality function also allows the ideal driving line of a stored racetrack to be displayed on the multimedia display or optional head-up display, allowing the driver to improve lap times with a virtual instructor on-board.

Optional attractive packages

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The optional AMG Aerodynamics Package was developed in a wind tunnel and improves high-speed handling. The front bumper with a large front splitter and additional flics in high-gloss black, as well as the larger AMG lip spoiler increase downforce. The lateral spoilers around the visual air outlets of the rear bumper and diffuser blade also have a high-gloss black finish.

Also optionally available is the AMG Night Package. The striking black design elements underscore the sporty and performance-focused vehicle character. Additionally, heat insulating dark tinted windows from the B-pillar are included.

Data at a glance

	Mercedes-AMG A 35 Sedan
Engine	2.0L Inline-4 turbo
Displacement	1991 cc
Max. output	302 hp at 5800 rpm
Peak torque	295 lb-ft at 3000-4000 rpm
Drive system	AMG Performance 4MATIC all-wheel drive
Transmission	AMG SPEEDSHIFT DCT 7-Speed Transmission
Acceleration 0-60 mph	4.7 s
Top speed	TBA

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Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 15 model lines ranging from the sporty CLA four-door coupe to the flagship S-Class and the Mercedes-AMG GT R.

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